



County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

WILLIAM T FUJIOKA
Chief Executive Officer

December 3, 2013

To: Supervisor Mark Ridley-Thomas, Chairman
Supervisor Gloria Molina
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: William T Fujioka
Chief Executive Officer

Board of Supervisors
GLORIA MOLINA
First District

MARK RIDLEY-THOMAS
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

FILMING RENTAL RATES AT GRAND PARK (ITEM NO. 75, AGENDA OF APRIL 30, 2013)

This is in response to Supervisor Molina's motion on April 30, 2013, directing the Chief Executive Officer (CEO) to report back with recommendations as it relates to the fee structure and restrictions on timeframes allowed for filming and how the revised film fees are working at Grand Park (Park).

Background

In May 2012, the Board authorized the CEO to execute the Maintenance, Operating, and Programming Agreement with the Performing Arts Center of Los Angeles County (Music Center) for the programming, operations, and maintenance of the Park. Between July 2012 and October 2012, the Park began administering operations, including establishing filming and event rental rates.

In October 2012, the Board requested that the CEO review the Park's filming and event rental rates, including photography location rentals. From October 2012 to February 2013, CEO staff, the Park Director, and the Music Center presented revised rental rates to the Grand Park Advisory Board and met with representatives from the Film Industry (Warner Brothers, Teamster Local 399, CBS TV, and Motion Picture Association of America), FilmL.A., California Film Commission, and other County departments to discuss the rental rates at the Park.

Current Park Filming and Event Levels

In April 2013, the Board adopted the revised filming and event rental rates for the Park and requested that the CEO report back in six months with results of film activities. The

"To Enrich Lives Through Effective And Caring Service"

**Please Conserve Paper – This Document and Copies are Two-Sided
Intra-County Correspondence Sent Electronically Only**

Board approved filming rental rates ranging from \$1,920 to \$5,720 depending on the the location within the Park, with a maximum cost of \$12,000 for the use of the entire Park, during off peak hours. Photography rental rates range from \$800 to \$4,000, depending on commercial or non-commercial use.

In May 2013, Grand Park staff developed Grand Park Filming Guidelines (Guidelines) (Attachment I) through discussions with FilmL.A. and researching other similar venues. Consistent with other venue guidelines, the Guidelines clearly state that permits are approved on a case-by-case basis and is heavily influenced by the Park's programming schedule. Further, filming rates were adjusted for peak and non-peak programming seasons and additional accommodations have been successfully implemented such as filming on Mondays, the slowest day of the work week, as to not interrupt normal business in the surrounding buildings. By making informal adjustments, Park staff are able to maximize staff efficiency and workload while programming Park activities and integrating filming and event rentals.

A database has been developed by Park staff to accurately account for all film and event inquiries. Between May and October 2013, the Park has received over 24 formal inquiries, with eight successful completed filming events as detailed in Attachment II. All revenue collected from film rentals at the Park is to be deposited to the Grand Park Operating Budget to be allocated for programming.

As the Park moves into its second year of operation and becomes a popular destination in Los Angeles County, it is anticipated that there will be an increase in filming activity and recommend no change to the current Board approved film and event rental rates. We will continue to monitor the filming activity, and will report back to the Board with any future recommended revisions to the rates and guidelines.

If you have any questions, please contact Ms. Dawn McDivitt at (213) 974-2620.

WTF:SHK:DJT
DKM:CF:zu

Attachments

c: Executive Office, Board of Supervisors
County Counsel
Grand Park Advisory Board
Grand Park
Performing Arts Center of Los Angeles County

GRAND PARK FILMING GUIDELINES

Permit requests must be submitted to Grand Park at least three (3) weeks in advance and are subject to approval by the Director of Grand Park. Approval is on a case-by-case basis and will be dependent on availability in the Park's programming schedule. Affected civic buildings must be notified at least three (3) days in advance of the first day of filming or the first day of any substantial preparation.

A Grand Park staff member will be assigned to enforce compliance with the permit and conditions (number of staff required may increase depending on the scale of production). The staff member will arrive at the designated location 2 hours prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time. Production company will be responsible for their compensation.

Production company must contract services with Music Center Security and Housekeeping for any of those needs while on the Park premises. Staffing is at the sole discretion of Grand Park and will be based on the scale of the production.

Grand Park will evaluate all requests for permits using (but not limited to) the following criteria: 1) Grand Park's programming schedule, 2) Number of filming days requested, 3) Proposed activities (effects, excessive noise, cranes, etc.), 4) Duration and frequency of recent filming, 5) Proximity of concurrent filming activities, 6) Recent problems or complaints, 7) Company size. *NO PERMITS SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.*

Parking of generators within the Park is not permitted.

Prep and strike days must be included on the permit.

Production companies must provide direct communication/contact information of on-set liaison to Grand Park. That liaison must be available at all times during load-in, production and load-out.

Production companies must feed cast and crew in an area out of public view. Special allowances are at the discretion of the Park Director.

Production companies must provide all cast/crew members with identification badges. The badges must be readily visible and must be worn at all times.

No structure-altering activity (No Exceptions)

ADA-compliant cable guards must be used whenever cables cross a walking path, ADA path, open lawn or fountain area, or fire lane.

No vehicles or other equipment on turf, unless otherwise approved by Grand Park.

Production may not block emergency access lanes at any time.

Only a limited number of equipment trucks and cars needed for filming, and covered by film company insurance, are allowed in the Park. This includes private vehicles. Space/weight restrictions exist in each

block. Grand Park will determine which type/how many vehicles will be allowed through the permit request.

Production companies must comply with any and all permit/safety requirements as prescribed by Grand Park, the Music Center, LA Sheriff, LA Fire and LA Police.

Daytime business hours filming is subject to noise restrictions while government business/court is in session (6am to noon; 1:30 to 6pm).

No equipment, cables or production vehicles may be left in Park overnight without prior approval. Company must pay for Music Center Security staff in the case of overnight deployment. Security deployment will be determined by Grand Park during the permit approval process and will be billed for all Security man hours.

The following activities require extended notification to the ENTIRE affected community at least three (3) days prior to the work:

- Use of a helicopter
- Use of pyrotechnics
- Gunfire (except for the use of non-guns, which is highly encouraged)

A community survey is required for Exceptional Filming Activities, which include:

- Full Street closures
- Filming for more than three (3) consecutive days at any single location or multiple locations where there is an overlap of the affected residents and merchants.

Grand Park and Music Center Security will consult with the LA County Board of Supervisors, the LAFD, LAPD and LASD on a case by case basis to determine the noise levels, safety requirements and appropriate personnel assignments within the Park. Grand Park staff must be present during the entirety of any Exceptional Filming Activities in Grand Park.

Only Grand Park staff may control operation of the Grand Park Fountain. If complex fountain operation is required, our fountain programmer (outside) can be hired to customize a program, subject to Grand Park approval. All programmer fees, the cost of reloading of the fountain default program, and any fees incurred for engineering personnel, flooding, or damage to the fountain will be paid for by Production Company.

All productions must coordinate with FilmL.A. to secure relaxed enforcement of parking from DOT, either side of any street that has posted street cleaning or any production shoot that takes place in a permitted overnight parking district (OPD). They must also be mindful of other existing parking restrictions including Preferential Parking Districts and Parking Meter Districts while planning their location shoot. They must then notify all residents in English and Spanish, that there will be relaxed enforcement by the Department of Transportation.

Companies must provide adequate detour and directional signage when street closures are in place, and conform to all current DOT standards and practices. Changeable Message Signs (CMS) will be required on the day(s) of filming activity that requires a full closure on any major thoroughfare, as defined by DOT. Approved notification signs are sufficient and must be in place in advance of filming activity. The

signs must include the dates and times of closures. Street closures are considered an Exceptional Filming Activity and require a FilmL.A. monitor.

FilmL.A. will coordinate with Public Works to ensure that no regularly scheduled service will be interrupted including trash pick-up, tree trimming, street repair, street cleaning, etc.

Production companies are required to remove all self-generated trash, food and cardboard boxes from the general vicinity at the end of each filming day. This includes any debris generated by catering companies employed to provide food for the cast and crew. Music Center Housekeeping must be contracted by the production for any and all cleaning of areas used in the Park. Any surplus food can only be given to off-site charitable organizations. The area should be returned to the same or better condition.

All productions are subject to the approval of the Fire Marshal with regards to safety, permissible structures, code requirements, etc., within the Park.

GRAND PARK FILM INQUIRY LOG
JUNE 26, 2013 - OCTOBER 25, 2013

Attachment II

DATE RECEIVED	PROD. DATE/TIME	ENTITY	BUDGET	TYPE OF PRODUCTION	LOCATION (B1=Block 1, B2=Block 2, B3=Block 3, B4=Block 4)	CREW/ TALENT	STATUS	OUTCOME	NOTES
10/2/2013	10/2/13: 3:30AM-5:30PM	Black Lab Productions	Low	2 regional commercials for Numa's restaurants	B1, B2	25/15	Approved	Complete	Successful shoot with no major incidents; more labor intensive due to use of screens and lights
10/2/2013	10/5/13: 4 daytime hours	ITV Studios	Low	N/A	B1, B2	N/A	Not Approved	Did Not Commence	Not enough advance notice and they didn't want to discuss an alternate date
9/30/2013	10/17/13: 6AM-12PM	Waystar Entertainment	Micro	Music Video for singer Chris Wallace	B1, B2	25/2	Approved	Complete	Production completed. They hoped to be done by 10AM, but they went over until 12PM due to changes to shots and County building earthquake Drill; student production (fees waived); they paid for personnel
9/26/2013	9/30 or 10/1/13	Bauer Fine	N/A	Still Photo Shoot for Samsung	N/A	N/A	Not Approved	Did Not Commence	Not enough advance notice
9/24/2013	10/18/13: 7AM-7PM	Anne Tower Productions	Low	Still Photo Shoot for 2014 Toyota Highlander	B4	25/10	Approved	Complete	Smooth Shoot. No incidents
9/20/2013	10/3/13: 7AM-7PM	NCIS: Los Angeles	Mid	Filming episode of NCIS: Los Angeles	B1, B2	85/100	Approved	Complete	Smooth shoot, largest production at Park so far; no incidents despite shooting during business hours
9/16/2013	Week of 9/23: daytime	MSNBC	Low	Filming a staged protest	B3	100/125	Discussion	No Call Back	Checking on availability and price; we had nothing conflicting on calendar
9/16/2013	10/12/2013: 6AM-12PM	Melanie Spiegel, producer	Low	Still photo shoot for AT&T	B3, B4	20/5	Approved	Complete	Low-key successful shoot; no incidents
9/10/2013	9/13/2013: Daytime 3hrs	N/A	Micro	Teaser Trailer	B1-B4	10/10	Discussion	No Call Back	They did not have budget for rental fee in relation to scope of production
8/21/2013	8/29/2013: 10AM-4PM	Student	Micro	3D Filming Project	B1	2/8	Negotiation	Did Not Commence	Fees will be waived for student; Waiting on agreement to terms; Director never followed up
8/20/2013	8/24/2013: 9AM-1PM	New York Film Academy	Micro	Student Short Film: Dramatic Scene	B3	3/3	Approved	Complete	P/A hired; paid by production; all other fees waived for student
8/20/2013	8/27/2013: 8AM-4PM	Definition Branding and Marketing	Low	Product commercial for LA Times website	B3	3/0	Approved	Complete	Completed
8/16/2013	8/26/2013: 7AM-8PM	Dodge Productions	Low	Shooting a small version of an outdoor festival w/ booths, stage, etc.	B4	50/60	Discussion	No Call Back	Met and Walked B4
8/11/2013	8/26/2013: Time TBD	Marlboro	N/A	Still Photo shoot w/model advertising Marlboro	B1	25/2-3	Not Approved	Did Not Commence	We do not permit filming that advertises tobacco or alcohol
8/9/2013	8/13/2013: 8AM-9AM	CONNECT THE DOTS INC	Low	Still photo shoot w/model for Sony product	B2, B3, B4	25/2	Discussion	Did Not Commence	After setting price and giving a deadline for confirmation, they decided not to proceed
8/8/2013	8/13/2013: 2:30AM-5AM	Golden Era Productions	Low	Non-Profit Commercial at Splash Pad, Fountain	B1	20/2	Approved	Did Not Commence	Fountain malfunctioned just before crew arrived; they loaded in and looked for a shot but did not commence; Refund Issued
8/6/2013	2 days/Week of 8/12/13	20th Century Fox	Mid	Scenes for episode of TV show The Crazy Ones	B3	50/100	Discussion	Did Not Commence	Decided to not use Park; request was a long shot for the producers from the start; performing due diligence
8/1/2013	8/20/2013: 7AM-7PM	MRE Productions	Low	Toy Commercial for web	B1	35/x	Discussion	Did Not Commence	Discussed but she decided not to proceed
7/24/2013	8/9/2013	Soul Pancake	Micro	Video Project	B4	N/A	Discussion	Did Not Commence	Sponsor-related issues precluded the shoot
7/16/2013	8/8 or 8/9, 2013	Dodge	Low	Dodge commercial	N/A	N/A	Discussion	No Call Back	Did not hear back
7/11/2013	9/25/2013: 3PM-2AM	NZK Productions	Mid	Splash Pad Dinner for TV show THE BACHELOR	B1	25/2	Negotiation	Did Not Commence	We denied a 2K discount on B1 rental; we denied 4 hour rate with 2 courtesy pad hours and a single hour overage charge
7/9/2013	N/A	Japanese prod. co.	N/A	N/A	N/A	N/A	Discussion	No Call Back	Price Check
7/1/2013	7/9/2013: 7AM-7PM	Laundry	Low	Industrial commercial for Sony headphones	B1, B2	25/3	Approved	Complete	Production Commenced and Completed; no incidents
6/26/2013	7/20 or 7/21, 2013: Night	hiReCORD onTV	Low	Shoot a concert for the Joseph Gordon-Levitt television show based on his web series	B2	N/A	Discussion	No Call Back	Did not hear back